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Remarks

Claims 1-17 have been amended. Claims 18-22 have been added. Claims 1-22 are now pending in the case.

I. Objection to the Disclosure

Page 5, lines 6-7 have been amended in accordance with the examiner's suggestions.

II. Objection to the Disclosure regarding embedded hyperlink and/or other form of browser-executable code

The potential embedded hyperlinks have been modified to state "URL for".

III. Rejection of Claims 1-7 and 12-17 under 35 U.S.C. 103(a) based on Morrell, Jr. in view of Dickman

The examiner has rejected claims 1-7 and 12-17 under 35 U.S.C. 103(a) based on Morrell Jr. in view of Dickman. These rejections are respectfully traversed. However, claim 1 has been amended to more distinctly claim the present invention in one or more embodiments as follows:

1. A method comprising the steps of:

- making a first button part of a vendor's first web site page of a vendor's web site;
- providing an indication on the vendor's first web site page indicating that the first button is to be used to add a shortcut to the vendor's web site;
- causing a shortcut link to be placed on a display of a visitor to the vendor's web site in response to an add short cut process started by the selection of the first button on the vendor's first web site page by the visitor to the vendor's web site;
- wherein selection of the shortcut link on the display of the visitor causes a vendor's second web site page of the vendor's web site to be displayed on the display of the visitor; and
- wherein after the first button is made part of the vendor's first web site page, the first button automatically appears on the vendor's first web site page whenever the vendor's first web site page is displayed.

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In the present invention, in at least one embodiment, a first button, such as graphic button 208 is made part of a vendor's first web site page, such as vendor's web site home page 200, of a vendor's web site, such as the ACME web site of Fig. 3. (Present application, Fig. 3, pg. 6, first two paragraphs). When a visitor selects the button 208, an add shortcut process is started. A shortcut link, such as acme web site link 906, is placed on the display of a visitor in response to the add shortcut process started by selection of button 208. (Id., Pg. 10, first paragraph, - pg. 11, first paragraph, Fig. 10). Selection of the link 906 causes web site home page 200 to be displayed on the visitor display 12. The button 208 is a part of the web site home page so that it will appear on the vendor's web site home page 200 whenever the home page 200 is displayed. The button 208 has text which states "Add Shortcuts to Us!!" which is an indication that it is to be used to add a short cut to the acme web site.

Morrell Jr. provides a link 102 in a first web site 100. (Morrell Jr., Fig. 1, pg. 2, col. 1, paragraph 17). The link 102 when clicked on causes a second web site 106 to be displayed and causes an icon 108 to be placed in the second web site 106. (Id.) The icon 108 can be clicked on to return to the first web site 100. (Id.) No indication is provided that with link 102, that it is to be used to create a shortcut. In contrast in the present application, claim 1 of the present application requires an indication that the first button is to be used to add a short cut to the web site. For at least these reasons, Morrell Jr. does not satisfy claim 1 of the present application.

Dickman provides various methods for adding internet shortcuts. However none of the methods of Dickman provide making a first button part of a vendor's first web site page of a vendor's web site, wherein the first button is displayed whenever the vendor's first web site page is displayed and wherein the first button is used to create a shortcut and wherein a indication is

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provided that the first button is used to create a shortcut. Claim 1 of the present application is submitted to be allowable over Dickman for at least the above reasons.

Claim 1 is submitted to be allowable over both Morrell and Dickman. Claims 2-18 are dependent on claim 1 and are submitted to be allowable for at least the same reasons.

IV. Rejection of Claims 8-11 under 35 U.S.C. 103(a) based on Morrell in view of Dickman and Hoyt et. al.

Claims 8-11 were previously rejected under 35 U.S.C. 103(a) based on Morrell in view of Dickman and Hoyt. These rejections are traversed. However, claim 1 has been amended to more distinctly claim the present invention in one or more embodiments. Claims 8-11 are dependent on claim 1 and are submitted to be allowable over Morrell and Dickman for at least the reasons previously asserted.

Hoyt discloses providing a link to a first web site within a second web site. (Hoyt, pg. 1, col. 2, paragraph 9). However, Hoyt does not disclose making a first button part of a web site, wherein an indication is provided that the first button is to be used to add a shortcut to the web site.

Claims 8-11 are submitted to be allowable for at least the foregoing reasons.

V. New Claims 18-22

Claims 18-22 have been added. Claims 18-22 are submitted to be allowable.

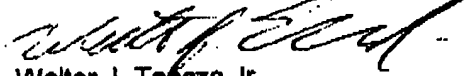
VI. Conclusion

The remaining claims in the case (claims 1-22) are respectfully submitted to be allowable. A credit card form for \$73.00 is included with this response, which includes a one month

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extension fee (\$55.00) and fee for extra claims (\$18.00, two over twenty).

Respectfully submitted,



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